

Turn Your Idea Into a Real Business Plan

4-Week Business Model Canvas Workshop Series

Led by *Phil Brown, SCORE Fox Valley & Innovation DuPage Mentor*

Innovation DuPage and valued partner SCORE Fox Valley are launching this Business Model Canvas workshop series for early-stage entrepreneurs. Phil Brown brings years of mentoring experience helping businesses develop actionable plans and build strong foundations for growth.



Have a business idea but don't know where to start?

*This hands-on workshop series is designed specifically for early-stage entrepreneurs who **don't yet have** a business plan.*

What You'll Gain

- **Create a clear, one-page** Business Model Canvas
- **Identify** key components of your business
- **Evaluate** viability and risks
- **Plan** your next steps—or if you need to pivot

Program Structure

- **3 Interactive Sessions** (2 hours each)
- **1 Final Q&A Session**
- **Small Group Setting**

Who This Is For

- **Aspiring entrepreneurs** with an idea
- **Early-stage founders** without a business plan
- **Anyone looking** to validate and structure their concept

Why This Matters

- Most businesses fail due to lack of clarity—
not lack of effort
- This workshop gives you the foundation needed to move forward with confidence

Spots Are Limited!

- **Only 10 participants**
- **Sessions scheduled once 8 are confirmed**



Get Started!

Secure your spot and turn your idea into an actionable business model!